

Social Media Research and Design with U.S. Consulate General Florence



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| Project Title | Social Media Research and Design with U.S. Consulate General Florence |
| Project Summary | Help identify the social media platforms to best reach American citizens in Tuscany and Emilia-Romagna, including thousands of study abroad students and local residents. Working together with consulate staff, the intern will design content to attract more people to updates and digital content. |
| Country | Italy |
| Agency | Department of State |
| DoS Office | N/A |
| Post | FLORENCE |
| Section | CONS |
| Number of Interns | 1 |

Project Description

U.S. Consulate General Florence serves one of the most popular study abroad areas for American university students anywhere in the world; Tuscany and Emilia-Romagna. Cities like Florence and Bologna host dozens of U.S. institutions and thousands of students. There are also many other annual tourists and more than 50,000 resident citizens within the region. American Citizen Services (ACS) produces a wide range of consular information that can help Americans abroad avoid issues, respect local laws, and recover after something has gone awry. We want to tailor and package that information for the social media platforms that people use most. The VSFS intern will have two objectives (1) research the best social media platforms for the American audience in the Italian regions of Tuscany and Emilia-Romagna (2) assist in the graphic design of social media content. The goal is to reach more American citizens with a desired outcome of reducing preventable issues and preparing for emergencies.

Desired Skills Interests

Additional Information

Studying and traveling abroad is a life changing experience. Things do go wrong though. We want to make sure we're putting the information Americans (and their family at home) need in front of them. The project will help us choose and pursue new avenues for social media outreach and re-vamp materials to make traditional outreach more effective.

Language Requirements

| Language Speaking Proficiency | | Reading Proficiency | Importance |
|-------------------------------|------------------------|------------------------|--------------|
| Italian | Elementary proficiency | Elementary proficiency | Nice to Have |